



# The Creative Brief - Version 2 - 7/22

**1. Target Audience(s)** Women of childbearing age, 18-24, who could become pregnant, i.e., are sexually active and able to conceive. This woman is not planning a pregnancy in the near future and is unlikely to be taking a vitamin supplement with folic acid. However, since this age group accounts for a significant percentage of pregnancies, and most of them are unplanned, there is still a need for this woman to be taking a folic acid supplement.

**2. Objective(s)** To raise awareness among young women that they should be taking a multivitamin or folic acid supplement regardless of whether or not they are planning a pregnancy.

**3. Obstacles** Regarding pregnancy/birth defect messages: If a woman is not planning a pregnancy, she assumes she will not get pregnant. Worrying about birth defects, therefore, is simply not a priority for her. Regarding multivitamin/folic acid supplements: This woman does not feel she needs a multivitamin supplement. She perceives herself as young, healthy and not in need of "supplementing" herself in any special way. She may think that she is getting enough key nutrients through her diet, or that only older women take vitamins. There are also some pragmatic barriers: fears of gaining weight, aversion to (large) pills, hassle of incorporating it into the daily routine, cost, etc. Regarding folic acid: This woman does not know that folic acid prevents birth defects, and especially doesn't know that you have to take it before you get pregnant to be effective. And even if she knew, she wouldn't consider the information relevant to her.

**4. Key Promise** If I take folic acid every day, I'll look and feel better, and reduce the risk of having a baby with birth defects one day.

**5. Support Statements/Reasons Why** Folic acid is a building block for healthy cells and most women don't get enough of it. If taken in sufficient amounts, folic acid can eliminate up to 75% of the most commonly disabling birth defect if stored up before pregnancy. Folic acid is an essential B vitamin.

**6. Tone** This campaign is geared towards a younger audience and should address them on their level: hip, youthful, energetic, etc. The tone should convey a sense of good health and vibrancy; that is how this audience sees themselves

**7. Media** Television, Radio and Print PSAs.

**8. Openings** Nutrition and beauty-related venues - grocery stores, health food stores, drug stores, hair/nail salons. Also health-related venues.

**9. Creative Considerations** Spots should recognize a diverse population.

**NOTE:** *All creative Briefs **must** be accompanied by a page summarizing the background situation.*

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